



NEWS RELEASE

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ALLEGiant ANNOUNCES SEASONAL TRAVEL SERVICE BETWEEN SHREVEPORT AND ORLANDO COMPANY OFFERS \$49.99* ONE-WAY FARES

SHREVEPORT, La. —**Allegiant** (NASDAQ: ALGT) today announces it is resuming nonstop seasonal travel service between **Shreveport, La.**, and **Orlando, Fla.**, via **Orlando Sanford International Airport (SFB)**. The seasonal service will begin **May 19**. The company, known for its exceptional travel deals, is offering fares as low as **\$49.99*** one-way between both cities. Guaranteeing the lowest prices on its hotel packages, customers will also save an additional \$20* off their air when they book with an Allegiant preferred hotel.

"We're pleased to again offer an affordable and convenient way for our customers to get away this summer," Andrew C. Levy, Allegiant Travel Company President, said. "We are confident the Shreveport-Bossier area will appreciate the value of flying nonstop to Orlando and the great deals we offer on hotels and car rentals."

"Orlando is one of the top destinations for Shreveport-Bossier and Ark-La-Tex residents. Having nonstop service and low fares is extremely important," said Shreveport Mayor Cedric B. Glover. "We are truly excited to have Allegiant build on their success in our community and restart Orlando service."

Shreveport Airport Authority Chairman Keith Gamble said having Allegiant renew their commitment to Orlando service is great news for Shreveport Regional Airport.

"Allegiant's low fares and great service attract customers from throughout the Ark-La-Tex Region in order to use Shreveport Regional Airport," said Mr. Gamble. "Having Allegiant restart Orlando service will help the airport this summer with increased traffic and by adding another nonstop and extremely affordable destination."

The new flights will operate twice weekly between the **Shreveport Regional Airport (SHV)** and **Orlando Sanford International Airport (SFB)** with service **Thursday** and **Sunday**. Flights will depart Shreveport at **4:25 p.m.** arriving in Orlando-Sanford at **7:30 p.m.** Flights leaving Orlando-Sanford will depart at **2:25 p.m.** arriving in Shreveport at **3:45 p.m.** (all flight times are local). The company began nonstop service to Las Vegas Jan. 18, 2006.

With plenty of shopping, dining, outdoor activities and entertainment, Orlando offers vacationers the perfect getaway. Located in the heart of Central Florida, Orlando is home to the world's most exciting theme parks including Walt Disney World, Universal Studios and SeaWorld. Orlando's famous International Drive is more than 10 miles long and features more than 100 hotels, 450 stores, several attractions and two major outlet malls. Orlando is also home to more than 175 golf courses, many of

more



which were designed by pro golfers such as Greg Norman, Tom Watson, Arnold Palmer and Jack Nicklaus.

Allegiant is more than an airline, it is a full-service travel company that offers great value to its customers through its hotel and car rental packages. The company partners with more than 40 hotels in the Orlando and Daytona Beach areas including: *Walt Disney World Swan and Dolphin Resort, the Hilton in the Walt Disney World Resort, Royal Plaza in the Walt Disney Resort, Regal Sun Resort, Hard Rock Hotel at Universal Orlando Resort, Holiday Inn Hotel at Universal Orlando Resort, Renaissance Orlando Resort and SeaWorld and Fairfield Inn & Suites Orlando at SeaWorld*. Allegiant provides low-cost car rental service through its partnership with **Alamo Rent a Car**.

Allegiant's guarantees the lowest price on air and hotel vacation packages through the company's Low-Price Pledge. If the customer finds an air and hotel package for less, Allegiant will issue up to two free roundtrip tickets per itinerary to use on a future Allegiant flight to the same destination. Allegiant is also rewarding customers who book an air and hotel package through the company with an instant \$20 savings on roundtrip airfare, making it even more affordable to book an air and hotel package.

Allegiant's offer is not available on all flights and must be purchased by **March 16, 2011**, for travel by **Aug. 16, 2011**. Reservations may be made through the company's website at www.allegiant.com or by calling Allegiant's travel experts at **702-505-8888**.

About the offer:

Seats are limited. Fares are one-way and not available on all flights. Must be purchased by March 16, 2011 for travel completed by Aug. 16, 2011. Prices do not include PFC, segment tax or Sept. 11th security fee of up to \$10.70 per segment. A segment is one take-off and one landing. A convenience fee of \$14.99 per passenger will apply when booked on allegiant.com. A convenience fee of \$14.99 per passenger, plus \$14.99 per segment, will apply when purchased through Allegiant call centers. Purchases made at any Allegiant Airport Ticket Office will not incur a convenience or call center fee. For ticket counter hours of operation, please visit www.allegiant.com. When purchased at the time of booking, a checked bag fee of up to \$29.99 per bag will apply per person, per segment. If purchased at flight check-in, a fee of \$35 per checked bag, per person, per segment will apply for the first two bags checked. Additional higher fees will apply for three or more checked bags. Fare rules, routes and schedules are subject to change without notice. Restrictions apply. \$20 savings based on a two-night, air and hotel purchase; valid at select Allegiant hotels. Low-Price Pledge valid on air and hotel packages only. Competitive price cannot include Allegiant air service. See www.allegiant.com for details.

Allegiant, travel is our deal.

Las Vegas-based Allegiant Travel Company (NASDAQ: ALGT), is focused on linking travelers in small cities to world-class leisure destinations such as Fort Lauderdale, Fla., Las Vegas, Los Angeles, Phoenix-Mesa, Orlando, Fla., and Tampa/St. Petersburg, Fla. Through its subsidiary, Allegiant Air, the company operates a low-cost, high-efficiency, all-jet passenger airline offering air travel both on a stand-alone basis and bundled with hotel rooms, rental cars and other travel-related services. In 2010, Allegiant was ranked number one for low-cost carriers in Aviation Week's Top Performing Airline study and ranked 25 on FORTUNE magazine's Fastest-Growing Companies list. Receive breaking news from Allegiant by visiting Allegiant's Facebook Fan Page at www.facebook.com/Allegiant or follow Allegiant on Twitter at twitter.com/allegiantair.

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